

IN THE CLAIMS:

Please consider the claims as follows:

1. – 15. (canceled)

16. (currently amended) A method for generating a viewing recommendation comprising:

parsing dynamically, in accordance with a set of stored processing rules, a stream of command signals to determine which command signals are associated with a user activated control unit and which ~~control~~ command signals are associated with a personal video recorder operation and to generate, using command signals associated with a user activated control unit, information representative of the viewer's viewing behavior, wherein the parsing comprises interpreting at least one signal from the stream of command signals based on the viewer profile;

updating dynamically a viewer profile of the viewer based on the generated information representative of the viewer's viewing behavior; and

determining, based on the viewer profile at least one viewing recommendation.

17. (currently amended) The method of claim 16, wherein a ~~control~~ command signal indicative of viewing a television program for substantially an exact scheduled time is deemed to be associated with a personal video recorder operation.

18. (currently amended) The method of claim 16, wherein a command ~~control~~ signal indicative of a power event is not a command signal associated with a user activated control unit.

19. (previously presented) The method of claim 16, wherein the viewer profile comprises a surfing history of the viewer.

20. (previously presented) The method of claim 19, wherein the

surfing history comprises:

no more than a pre-defined number of surfing channels, each surfing channel having a corresponding total duration value, and wherein a pre-determined number of the pre-defined number of surfing channels are designated as top surfing channels.

21. (previously presented) The method of claim 20, wherein the top surfing channels are the channels having the longest total duration value, the corresponding total duration value for each surfing channel is being calculated by combining viewer's viewing time of the each surfing channel during a pre-defined period of time.

22. (previously presented) The method of claim 21, wherein a surfing channel having the total duration value below a pre-defined threshold is removed from the surfing history.

23. (previously presented) The method of claim 22, wherein the parsing further comprises:

determining, according to the set of stored processing rules, a viewing event; and

if a duration of the viewing event is below a pre-defined surfing threshold, adjusting the total duration value of a surfing channel in the surfing history, wherein the surfing channel is a channel of the viewing event.

24. (previously presented) The method of claim 16, wherein the parsing further comprises:

determining at least one viewing event according to the set of stored processing rules.

25. (previously presented) The method of claim 24, wherein the viewer profile comprises:

a program probability score corresponding to the at least one viewing

event and a sum of all the program scores stored in the viewer profile equals 1.

26. (previously presented) The method of claim 24, wherein updating the viewer profile, comprising at least a first program probability score and a second probability score, further comprises:

adjusting the first program probability score based on a current viewing weight of correlating viewing event; and

adjusting at least the second program probability score so a sum of all program probability scores stored in the viewer profile equals 1.

27. (previously presented) The method of claim 24, wherein the viewer profile comprises:

at least one genre probability score corresponding to the at least one the viewing event and a sum of all the genre scores stored in the viewer profiles equals 1.

28. (previously presented) The method of claim 27, wherein updating the viewer profile comprising at least a first genre probability score and a second genre probability score, the method further comprising:

adjusting the first genre probability score based on a current viewing weight of correlating viewing event; and

adjusting at least the second genre probability score so a sum of all program probability scores stored in the viewer profile equals 1.

29. (previously presented) The method of claim 16, wherein updating the viewer profile further comprises:

deleting data about the parsed stream of command signals from a television viewing personalization system.

30. (previously presented) The method of claim 24, wherein updating the viewer profile further comprises:

deleting data about the at least one viewing event from a television viewing personalization system.

31. (currently amended) The method of claim 16, wherein a command ~~control~~ signal indicative of viewing a television program is deemed to be associated with a personal video recorder operation if the ~~control~~ command signal immediately follows two consecutive ~~control~~ command signals indicative of viewing television programs deemed to be associated with a user activated control unit.

32. (currently amended) The method of claim 16, wherein a ~~control~~ command signal indicative of viewing a television program is deemed to be associated with a user activated control unit if the ~~control~~ command signal indicative of viewing a television program is followed by another ~~control~~ command signal within a pre-defined time period.

33. (currently amended) A television viewing personalization system, comprising:

parsing means for parsing, in accordance with a set of stored processing rules, a stream of command signals to determine which command signals are associated with a user activated control unit and which ~~control~~ command signals are associated with a personal video recorder operation and to generate, using command signals are associated with a user activated control unit, information contemporaneously representative of the viewer's viewing behavior; and

a viewing recommendation generating module comprising:

means for dynamically determining at least one viewing recommendation based on the generated information, wherein the means for determining at least one viewing recommendation are in communication with the parsing means.

34. (currently amended) The television viewing personalization

system of claim 33, wherein a ~~control~~ command signal indicative of a power event is not a command signal associated with a user activated control unit.

35. (currently amended) The television viewing personalization system of claim 33, wherein a ~~control~~ command signal indicative of viewing a television program is deemed to be associated with a personal video recorder operation if the ~~control~~ command signal immediately follows two consecutive ~~control~~ command signals indicative of viewing television programs deemed to be associated with a user activated control unit.

36. (currently amended) The television viewing personalization system of claim 33, wherein a ~~control~~ command signal indicative of viewing a television program is deemed to be associated with a user activated control unit if the ~~control~~ command signal indicative of viewing a television program is followed by another ~~control~~ command signal within a pre-defined time period.